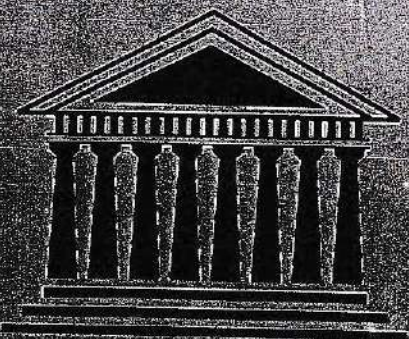


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**JOURNAL
OF THE
ASIATIC SOCIETY OF MUMBAI**
(A UGC - CARE Listed Journal)

Editors

Parineeta Deshpande

Ambarish Khare

Published by

The Asiatic Society of Mumbai

Town hall, Mumbai - 400 001

Maharashtra State (INDIA)

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TO UNDERSTAND SIGNIFICANT RISE IN ACCEPTANCE AND POPULARITY OF GIN AND GIN BASED BEVERAGES

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INTRODUCTION

Alcoholic beverages are defined as safe, consumable and potable liquid. Different types of alcoholic beverages like beer, wine, spirits and liqueurs are present in the market and are available to the customers. Any fermented liquor containing ethyl alcohol or ethanol, such as wine, beer, or distilled spirits, is considered an alcoholic beverage. (Britannica, Alcoholic Beverages, 2021) Alcoholic beverages are classified brewed and fermented, fermented and distilled beverages. All alcoholic beverages are fermented and distilled and have around 38% to 50% of ABV (Alcohol by Volume). Distilled beverages include – whisky, rum, brandy, vodka, gin and tequila. (R.Singaravelan, 2022)

Gin is a spirit made from cereals that is flavoured with juniper berries and coriander seeds. The primary gin-producing countries are England, Holland, Canada, and the United States. The beverage's name is derived from the French word for juniper berry, *genièvre*, which was altered by the Dutch to *genever* and shortened by the English to *gin*. It is said to have been invented by Franciscus Sylvius, a 17th-century professor of medicine at the University of Leiden in Holland, who distilled the juniper berry with spirits to create an inexpensive medicine with the diuretic characteristics of juniper-berry oil. (Britannica, 2021)

SCOPE OF THE STUDY

This study aims to investigate the consumer preference and consumption pattern of gin over other alcoholic beverages in the market. Though India has old connection of gin and tonic as influence of British rule, according to the data whisky rules the Indian market, however 2019 saw the uprise of gin and acceptance of the same by the millenials of India. International brands like Tanqueary, Hendrick, Gordon's and many others rule the market, however today there are 10 Indian brands who have made their mark on the international platform by producing gin in the state of Goa with Indian botanicals of export quality.

According to Statista research, alcohol consumption in India reached 5 billion litres in 2020 and is expected to reach 6.21 billion litres by 2024. Factors such as rising disposable income and a growing urban population, among others, are influencing the beverage industry's growth. According to another study conducted by Statista Research Department, over 88 percent of young consumers under the age of 25 in India either purchase or consume liquor, contributing to the country's liquor sales. Despite bans and sales restrictions, these young consumers are eager to consume alcohol. (Statista Research Department, 2022)



RESEARCH PROBLEM

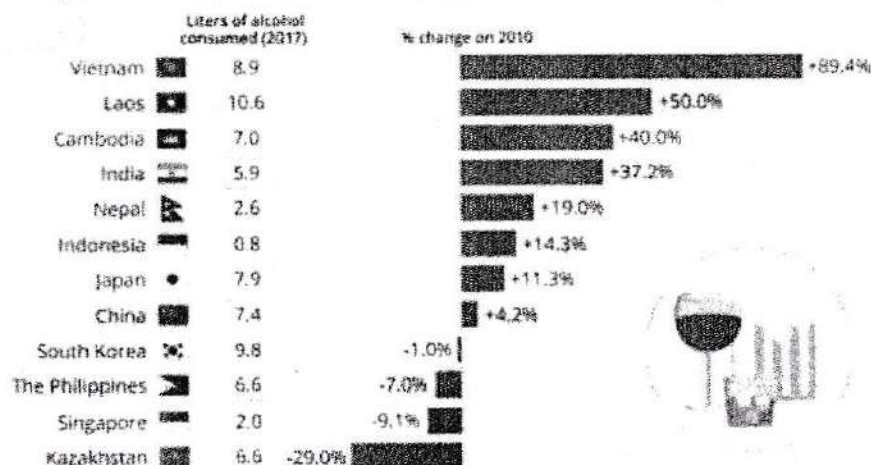
According to the research done by Statista, there has been rise in gin consumption overall in the market and in United States gin ranks fifth in sales and the sales are expected to rise by 4.33 percent by 2024. Until 2019 global gin market was valued just over 9 Billion Dollars which is forecasted to reach to 11.2 Billion Dollars by 2024. (Statista Research Department, 2021). According to article published in The Economic Times, India is the 5th largest market to consume gin. (Oberoi, N., 2018). As it is recent beverage trend, there are very few research papers focusing on gin and no thesis published yet. This research will benefit the gin producers of India as it will help them understand the demand of their customers. It will also help to inculcate all essential elements for benchmark performance and to stay on top of innovation for the product.

SIGNIFICANCE OF THE RESEARCH

India is close behind Southeast Asia, with a 37 percent increase in alcohol consumption, or 1.6 litres, since 2010. Per capita alcohol consumption in India was 2.8 litres throughout 1990, but has since more than increased to approximately 6 litres. This trend is linked to higher spending power and fewer regulations on bars and restaurants selling liquor in the country and region as a whole. (Buchholz, 2019)

Where Alcohol Consumption Is Rising & Falling in Asia

Average annual liters of alcohol consumed per person in 2017 and % change on 2010*



* Excludes territories
© StatistaCharts. Source: The Carbon

statista

(Figure 1 Source - Where Alcohol Consumption Is Rising & Falling in Asia, Statista.com, Buchholz, 2019)

The Indian alcoholic beverage market is one of the most enticing spirits opportunities in the world. According to a report published by Goldstein Market Intelligence, it is expected to grow at a Compound Annual Growth Rate (CAGR) of 7.4 percent during the forecast period of 2017-2030, being the third largest after China and Russia. The alcohol industry's quick recovery during second wave reflects its large and diverse consumer base. According to Nazareth, D. founder and managing director of the Agave company believes India has consumer base for companies like whose focus is to use homegrown raw material to make beverages of international standards "Because of India's high population growth rate, every year produces 13 million drinking age adults, of which at least 3-5



million eventually end up consuming alcohol in some way or another- so it's definite that the market is huge for any category of liquor and will grow at a fast pace."

With such a rapid growth rate and a growing consumer base of young drinkers who are becoming more privileged and aware of worldwide trends in the industry, consumption patterns have changed significantly, with new developments emerging every year. In combination with the Modi government's *atmanirbhar* spirit, a venture creation storm has hit India's craft motion quite significantly, with homegrown (Made in India) brands beginning to focus on authenticity, craftsmanship, and innovation to produce something distinctively ground-breaking in order to create out their own specialty within the market. (Sethi, H., 2021)

Aim – The aim of this research paper is to gain understanding in significant rise in acceptance and popularity of gin and gin based beverages in the current market. The influence of range of factors contributing to rise in popularity and acceptance of gin were investigated to ascertain the same.

Objectives –

1. To explore the gin and gin – based beverage market in India.
2. To understand the rise in consumers towards acceptance of Gin over other spirits.
3. To identify factors that affect consumer preference about spirits such as branding, origin country, price, packaging, and flavor profile.
4. To determine the consumer's awareness towards different styles of gins and gin – based beverages in the market.
5. To assess the stereotyped statement of – 'Gin is a feminine drink' through research.

Hypothesis of the research –

- H0 – Different factors like ease accessibility, branding, origin of the country, flavor profile and price affects the buying decision of the consumer.
- H1 - Different factors like ease accessibility, branding, origin of the country, flavor profile and price does not affect the buying decision of the consumer
- H0 – Gin has health benefits in comparison to other spirits.
- H1 – Gin does not have health benefits in comparison to other spirits.
- H0 – Gin is a feminine drink.
- H1 – Gin is not a feminine drink.

Literature Review

1. Gin, once the undisputed king of the bar, fell out of favour after the 1960s, becoming associated with a generation of old fogies, country clubs, and imperial administrators. However, gin's star rose again in the late 1990s and early 2000s. Bombay Sapphire, introduced in 1987, and Hendrick's, introduced in 1999, were early forerunners of the tide turning. A resurgence of interest in classic cocktail recipes has shifted the spotlight away from the sweet vodka drinks of the 1990s and toward gin, which is featured in classic recipes such as the Ramos Fizz, Negroni, gimlet, and sling. (Oberoi, N., 2018)
2. Over the forecast period, the growing number of bars in India is expected to drive the growth of the India gin market. For example, in January 2019, Sofitel Mumbai BKC opened Jyran – Tandoor Dining and Lounge, which features a new gin bar called Jyran Gin Bar. This is Mumbai's first gin bar, and its menu features gin cocktails. As a result, an increase in the number of bars in the region will favour the growth of the gin market. Gin market growth in India is expected to be aided by changing demographics. The legal drinking age in India varies



by state, according to Coherent Market Insights. For example, Goa, Uttar Pradesh, and Karnataka have 18 years, Tamil Nadu and Andhra Pradesh have 21, and Maharashtra, Delhi, and Punjab have 25. This statistic positions India as an ideal country for the gin market's rapid growth. Increased female alcohol consumption is expected to increase demand for white spirits such as gin and vodka, which will fuel market growth. According to the Coherent Market Insights study, women are 50% more likely than men to drink to get drunk and twice as likely to get drunk unintentionally. Furthermore, young women are more likely to drink than young men, and approximately 5% of adult women consume alcohol on average. (India Gin Market 2017-2027, n.d.)

3. India is on the verge of launching its own craft gin movement. Anand Virmani and Vaibhav Singh, owners of Delhi's Perch coffee and wine bars, noticed in 2015 that, despite rising gin demand, there were no good craft gins available in India, only mainstream commercial brands. They eventually decided to start their own gin company, Nao Spirits. Greater Than, their first brand, is already available in Goa and Bangalore, and Hapusa, their second, will be available soon. (Oberoi, N., 2018)
4. Gin, as a spirit, has a wide range of flavour profiles. This gives it a significant advantage, as well as making it versatile for cocktails, which are extremely popular today," says sommelier Agarwal. "I see more high-quality gins entering the market, as well as more artisan gins being imported into India." Strangers and Sons, Hapusa, and Greater Than are among the Indian brands. Toast & Tonic (Mumbai and Bengaluru) is a bar with a menu dedicated to Gin and Tonic (G&T) as well as a variety of gin-based cocktails. The bar creates customised drinks for its customers based on their preferred flavours. Since opening seven years ago, the bar has seen a seven-fold increase in gin consumption, a testament to consumption patterns in Mumbai and Bangalore, he adds. "Gin has matured." (Gadge, K., 2019)
5. The country has the fifth-largest gin market in the world. After the British left the country, the spirit went into a tailspin and became known as a "ladies drink." However, it experienced a renaissance as a result of the growing experimental bar culture and the exclusive gin bars that sprouted prior to the lockdown. (Nandwani, D., 2020)
6. According to Maharjan, 2019 in his research paper the alcohol beverage market is expected to grow at a CAGR of 2% from 2018 to 2025 due to increased demand from developing countries, with gin expected to grow the fastest among liquors, followed by whisky, mixed drink, vodka, beer, and wine. He describes consumer preference is an individual's attitude toward a group of objects that provide the greatest anticipated utility to the consumer. Consumer preferences can differ from one person to the next depending on factors such as product intrinsic and extrinsic factors, consumers' perception of the product, and the external environment such as peer preference, retailer suggestions, and advertisements. (Maharjan, R., 2020)
7. Social media marketing has become the most influential marketing tool in the twenty-first century, with platforms such as Facebook and YouTube used to promote products. Because of the presence of people of various ages, genders, preferences, and habits, Facebook is quickly becoming the best tool for product promotion in the alcohol industry. (Maharjan, R., 2020)
8. Tonic water is making its mark into Indian market based on the footsteps of trend that began in the United Kingdom in 2016. However, gin and tonic made its way to India during the British rule. Tonic water contains quinine which was used to treat malaria. Year 2019 saw the bloom in India with bars and restaurants stocking premium brands of gin and promoting gin cocktails.



Indian consumers today are willing to pay premium price in order to try wider range of gins. When a consumer drinks gin, it is 70% time with tonic water as the mixer (Jangwal, 2022)

9. The review paper puts emphasis on consumer attitude and purchasing behaviour in Australia. Authors Prentice, C., & Handsjuk, N., 2016 studied factors of branding, packaging, country origin and social media advertisement of vodka brands. As cited by Prentice, C., & Handsjuk, N., 2016, according to Gallagher, 2014 youths of the country start drinking gin when they are between the age of 20 – 30 years, which is addition to the current consumers of gin who usually are older in age. This portays gin has wide array in the market due to acceptance of the drink. (Prentice, C., & Handsjuk, N., 2016)
10. Mr. Sanchit Mishra throws light on Gin capital of India in the article published in the magazine. Factors like young entrepreneurs, use of local botanicals in craft spirit and friendly government policies contribute to the rise. Over the most recent two years, regardless of the pandemic, around 15 brands of Gin have been made and sent off the nation over and 11 of them, yes a full group of brands, have their origins in Goa. Somewhere en route, Gin lost favor and it was seen as a 'women drink'. India is the fifth biggest purchaser of Gin after the UK, USA, Germany and Spain, however inside the nation Gin represents pretty much 1% of spirits consumed. (Mishra, S., 2021)

RESEARCH METHODOLOGY

Primary data collection was done with the help of structured questionnaire. Questionnaire was divided into two sections. First section questions were designed to identify types of participants on the basis of demographics, whereas second section questions were framed to gauge awareness about 'gin' and types of the spirit and factors influencing buying choice amongst participants. Types of questions included in the questionnaire were Close ended questions and Open ended questions. Quantitative analysis was used for close ended questions and thematic analysis was used for open ended questions.

Secondary data was collected through journal articles, books, newspaper articles. Protagonist of this research that is 'gin' is yet to be explored in the academic angle as there are rarely any research papers on the topic of gin. Therefore, secondary data collection also included searching and gathering data relying on different magazine articles, newspaper columns, blogs and interviews of the distillers manufacturing craft gin in India and research websites like www.statista.com and www.alliedresearchmarket.com

Data Interpretation and Analysis

Data Graphs

Age of the respondents
% respondents

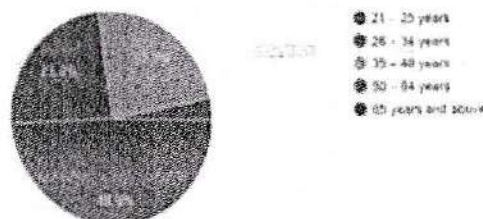


Figure 1 – Age of the respondents

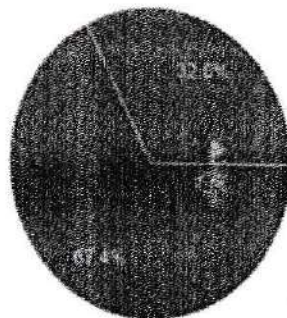


Interpretation –

As seen in the figure, out of 92 respondents 49% of respondents belonged to the age group of 21 – 25 years while respondents between the age group of 26 years till 49 years form about 24% each.

Gender

92 responses



- Male
- Female
- Other

Interpretation –

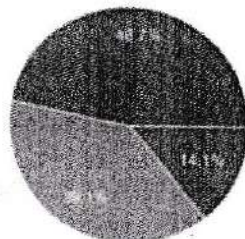
Out of 92 respondents, 67.4% were male and 32.6% were female. This question was significant to the study to gain understanding and to assess stereotyped statement of 'Gin is a feminine drink'.

Analysis –

History about gin has been weaved with threads of interesting names earned by the spirit as per the circumstance. Gaining the reputation as 'Dutch Courage' to being called as 'Mother's Ruin', gin has evolved through different situations. During the Anglo – Dutch War between 17th – 18th Century, (Anglo - Dutch Wars, 2022) , British soldiers observed Dutch soldier being courageous after consuming their tippie. Intrigued by the result and post observation British military adopted gin. In the 18th Century, as The English Gin Joints allowed women for the first time to share the table and enjoy gin, after effects of consuming gin led to neglecting their responsibilities towards their children giving the spirit name as 'Mother's Ruin'. (Narelle, 2020) The further series of events continued to associate the spirit to women drinkers. (Marsden, M., 2018)

3. Which generation you belong to?

92 responses



- Baby Boomers (Birth year - 1946 - 1964)
- Gen X (Birth year - 1965 - 1980)
- Millennials (1981 - 1996)
- Gen Z (1997 - 2012)

Figure 2 - Generation period of the respondents



Interpretation –

As the figure shows, 46.7% of the respondents belong to Gen Z, whereas 39.1% were millennials. Forming only 14% were Gen X respondents. Understanding the gap in generation is vital for the research as it correlates to the demands of the customers.

Analysis

This purpose of this question is to assess, if there is change in preferences of buying spirits. Recent study by Business Insider India on – “Alcohol sales are dropping while nonalcoholic booze is on the rise - and it reveals a dark truth about social media surveillance culture” by Taylor. K. brings out positive result of Gen Z generation choosing nonalcoholic drinks and cocktails over hard spirits to save themselves from embarrassment on social media platforms like Snapchat, Instagram and Facebook. (Taylor, K., 2019). According to Berenberg Research Report, Gen Z generation prefers spirit like vodka or gin over beer and wine. (Alcohol Consumption by Generation, n.d.)

Count of Region

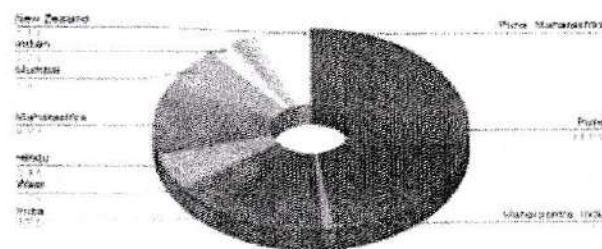


Figure 3 – Region of respondents

Interpretation –

Above results show that majority of respondents belongs to different parts of India, with maximum from Maharashtra. The most striking aspect of the graph was 1.1% of respondents from New Zealand.

Analysis –

The questionnaire was shared online to the respondents and was easy to access. With few respondents from New Zealand, it helps the research to create awareness about Indian brands at the international level.

Count of Occupation of the respondent -

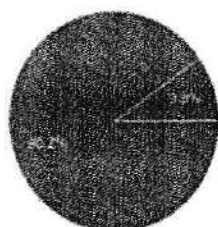




Interpretation –

The respondents of the questionnaire belong to different professional domains. 23% (21 respondents) of the total respondents were academicians from Hospitality Industry. As a hospitality professional, one is aware about gin as the spirit. 10 respondents were mixologist, bartenders. Remaining respondents belonged to different strata like Human Resources Professional, IT Professionals, Scientist and Homemakers.

1. Do you consume alcohol?
92 responses



● Yes
● No

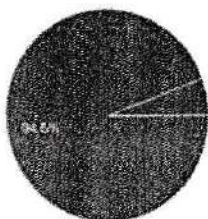
Interpretation –

Out of 92 respondents 90% percent consume alcohol, whereas almost 10% do not consume alcohol, but are aware of the product.

Analysis

In consideration to above results, respondents who do not consume alcohol are aware of the spirit is consequence of alcohol advertising and marketing on social media platforms. As cited in article released by Vertava Health Ohio on "Social Media Alcohol Advertising, Influencers, and the Impact on Youth", social media engagement with alcohol brands shoot up by 326% in March 2020 in comparison to March 2019. (Vertava Health Ohio, 2021)

2. Are you aware about Gin as an alcoholic drink?
92 responses



● Yes - If yes, please go to question no. 4
if no, please continue with question no. 3
● No

Interpretation –

This research aims to explore rise in consumption of gin and gin beverages, as observed in the chart 95% of participants are aware about gin as a spirit.

Analysis

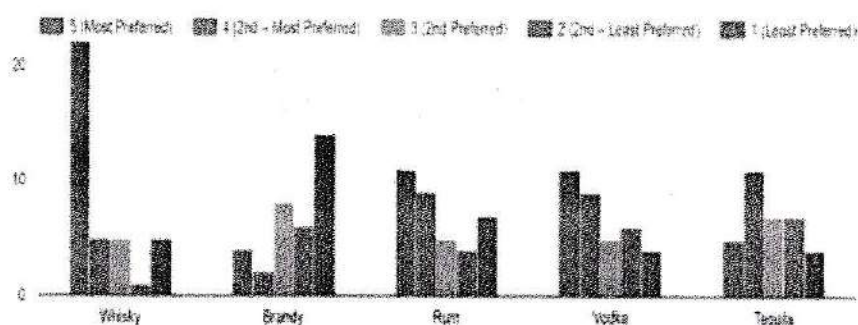
As discussed above, steep rise in advertising of alcohol on social media, Instagram has shown great engagement with alcohol brands compared to Facebook or Twitter. The rising trend of celebrities,



musicians, artists promoting their favourite drink on social media page is one of the significant element in creating awareness amongst their followers.

(Vertava Health Ohio, 2021)

3. If spirits, please rate the most preferred one - (5 being most preferred and 1 being least preferred)



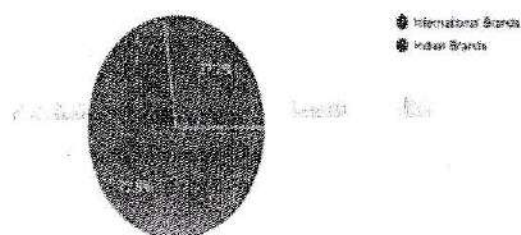
Interpretation

The above chart compares the most preferred to least preferred choice of beverages. The most preferred spirit is whisky with tequila and vodka being second most preferred choice. The surprising result with brandy being the least preferred choice of spirit.

Analysis

According to Mehrotra, R., 2021, in published newspaper article mentions India as the country of brown liquors. India ranks sixth as global destination for Scotch Whisky and it can be seen from the above graph. With pandemic push, being at home pushed people to experiment as a chef and try different flavor profiles not only in food but also beverages. According different research reports, India is an emerging market for white spirits like gin, tequila and white rum and younger generation prefers light bodied, floral and fruity characteristics in the spirits. Brandy is considered as the spirit of winters and is mainly consumed in Northern part of India. (Mehrotra, R., 2021)

4. Do you prefer international or Indian Brands of Spirits?
62 responses





Interpretation

72.8% of respondents prefer to purchase international brands of spirits over Indian brands, whereas 27% prefer Indian brands. The choice of buying the brand can be influenced by taste and flavor profile of the spirit.

Analysis

According to research by Parkar, P., 2021, global culture, growing purchasing power and social media influence can be elements influencing international brands over Indian brands in skincare products. (Parkar, P., 2021). Similar reasons can be attached to influence in purchase of international brands of spirits.

To understand further the factors that influence buying of the spirit, an open ended question was asked and the respondents. Collected responses were analyzed using Thematic Analysis.

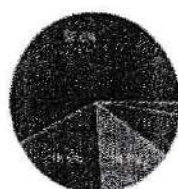
THEMATIC ANALYSIS FOR INTERNATIONAL BRANDS

Common themes developed based on the responses highlights factors of – Quality and Taste, ingredients, Country of Origin and Availability of Spirits as three major factors that influence choice.

THEMATIC ANALYSIS FOR INDIAN BRANDS

Three major factors influencing the choice were – Taste, Flavour profile, Price and Vocal for Local. This analysis also helps to realize need of awareness and opportunity to expand market for homegrown brands for all the spirits, beer and wine.

5. How often do you consume alcohol?
92 responses



- Everyday
- 3-5 times a week
- Once a week
- Only on weekends
- On special occasions

Interpretation

Approximately 58% of participants consume alcohol on special occasions, whereas 19% consume it on weekends and 14% consume alcohol once a week.

6. Do you prefer drinking in restaurant & bar or in - house?
97 responses



- Restaurant & Bar
- Stand alone Bar
- In-house parties



Interpretation

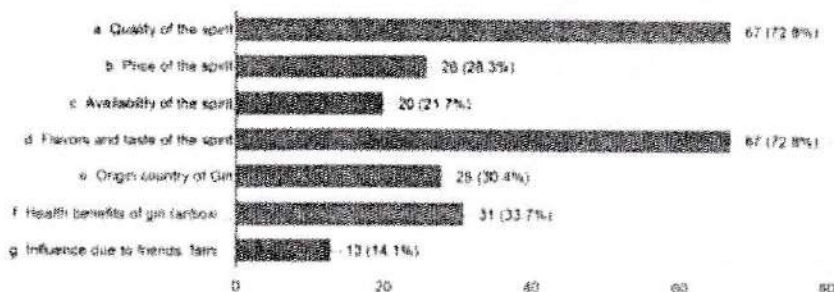
At least 50% of respondents prefer drinking in the restaurant & bar, with approximately 42% of respondents consuming spirit at house parties.

Analysis –

India still has a shy drinking culture, due to stigma attached to it. This could be one of the reason for approximately 42% of respondents to consume alcohol at In-house parties. Fortunately, the scenario is slowly changing with younger generation consuming alcohol. The changing drinking culture has given birth to different outlets like 2BHK, The Millers, Di Mora, 1BHK, Culture and Social who focuses on sale of liquor and is the party hub for youth of the town.

7. Which of the following influences your gin choice?

92 responses



Interpretation

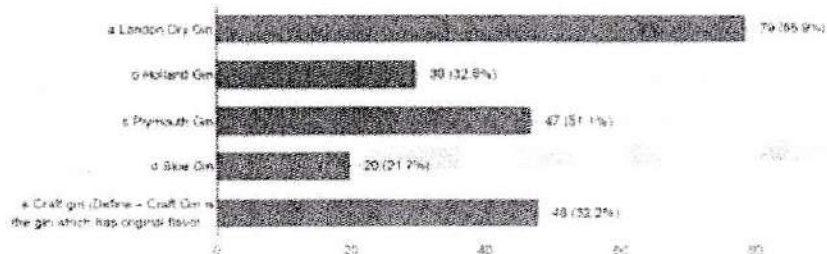
Most striking feature of the above graph ranks quality of spirit and flavors and taste of the spirit as the highest with 73% and most important factor influencing the choice of alcohol. Origin of the country and health benefits of gin were rated as 31%. Surprisingly, price of the spirit affects the choice of gin with only 28%.

Analysis

According to India's Brand Ambassador of Moët Hennessy Shehan Minocher, young patrons prefer drinks with low sugar content and good presentation and good flavor profile. Today's generation prefer experimenting with flavours and are open to accept new spirits.

8. Which of the following styles of gins are you aware of?

77 responses





Interpretation –

As the graph reveals, London dry gin is the most popular style of gin followed by craft gin and Plymouth gin. Holland gin and Sloe gin are less popular styles of gins.

Analysis

There are various different types of gin available in the market. The styles of gin include – London Dry Gin, Holland Gin, Sloe Gin and Plymouth gin. London dry gin gained popularity in London in the 18th Century during the phase of Gin Craze and also is easily available in the market. (Almedia, A., 2017)

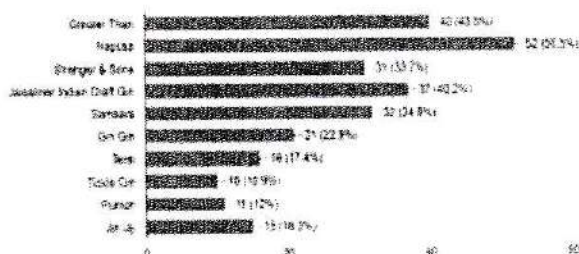
9. Are you aware of Indian craft gins produced in India?
52 responses



Interpretation and Analysis

Gin is categorized as classic and contemporary. Classic gin is with traditional flavors and contemporary gins are additional flavours like spices and herbs to fruits adding to the profile of gin. Approximately, 48% of respondents are aware of craft gins produced in India. Whereas, almost 25% of them unaware of craft gin.

10. Which of the following Indian craft gin brand is seen or tasted by you?
52 responses



Interpretation

Relating to the previous question on Indian Craft gins, the graph reveals popularity or awareness of gins among the consumers. With Hapusa gin ranking top with 52% followed by Greater Than and Jaisalmer Indian Craft Gin.

Analysis

According to research by Mehratora, R., 2021, younger generation are open to experimentation and have shown acceptance for new flavors of gin. India is an emerging market for white spirits, especially with recent growth of craft gin brands in Goa have seen heartfelt response by the people. Today, India has more than 12 homegrown brands. (Shukla, P., 2021)



11. Are you aware about gin based cocktails?
27 responses



Yes
No

Interpretation and Analysis

The above pie chart illustrates approximately 92% are aware about gin based cocktails. Examples of classic cocktails with base of gin are Martini, Singapore Sling, Pink Lady are now the part of bar menu and are part of the brunch menu. For example – Jyran – Tandoor Dining and Lounge has an innovative menu with more than 30 labels of gin. (Sofitel, 2019)

12. How often do you order gin based cocktails while visiting a bar?
37 responses

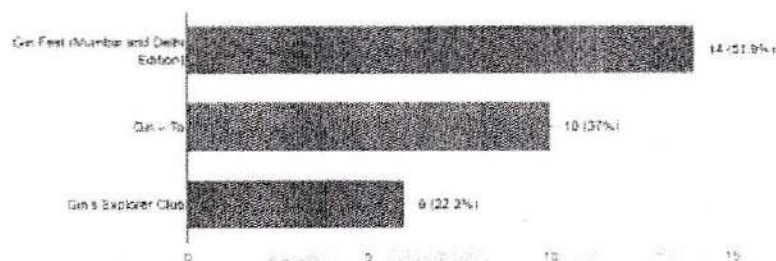


Always
Sometimes
Rarely
Never

Interpretation

The pie chart shows 16% of respondents order gin based cocktails always, whereas approximately 35% order sometimes. 29% of participants who order rarely can be converted to potential customers who order is most of the time with right promotional tools and strategy by the restaurant and bars.

13. Have you attended any of the following events about gin?
27 responses



Interpretation

The above graph reveals information about promotional events conducted by different brands to create awareness about gin in the public. Approximately 52% of respondents have attended Gin Fest in Mumbai and Delhi Edition with 37% attending Gin – To.



Analysis

Each passing day, the competition in the market is only increasing and hence it is essential for brands to use different promotional strategies to penetrate in the market. Surrogate advertisements, social media platforms, collaborations with celebrities are the few examples. Above mentioned events are specifically for gin lovers held in cities of Pune, Mumbai and New Delhi. The purpose of these events is also to launch new brands of gin / spirits and provide tasting sessions.

KEY FINDINGS

As mentioned in introduction above, gin market is growing globally and is not only limited to India or any other country. Recently, India has seen the growth of homegrown brands of gin in the country. According to the findings –

1. Out of 92 respondents 49% of respondents belonged to the age group of 21 – 25 years while respondents between the age group of 26 years till 49 years form about 24% each.
2. With change in generation, it can be observed that generation Z prefers fruity, floral characteristics in the spirits and are more towards buying white spirits.
3. Factors of flavor profile, ingredients used, quality of the spirit are considered by the patrons while buying the spirit.
4. India is an emerging market for white spirits and is expanding with growing demands. Indian craft gins have additional flavor like cardamom, raw mango and clove to the classic flavor of Juniper berries.
5. Gin is also considered to have digestive properties, antioxidants and 96 calories per glass of 1 ounce which is also one of the reason for shift in drinks by the respondents. (Grundy, K., 2019)

CONCLUSION

The alcohol industry is currently the world's fastest growing industry, with numerous product segments based on socio demographics, social class, and economic factors. Consumer preference is required by industries for product promotion and market penetration, as well as for developing and improving the product. This study looked into people's gin knowledge and the factors that influence their choice of gin over other alcoholic beverages. This is important information for pubs and bars because it suggests they should try to expand their selection of craft and lesser-known gins, which account for a large portion of the gin category and may entice female customers. With consumption and demand continuing to rise, it is critical that gin distilleries and retailers understand their target market and are able to innovate and satisfy demand in order to keep a thriving industry profitable and able to offer new and exciting gins.

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